

ABSTRACT

The increasingly rapid development of technology has also influenced people's habits in various aspects, one of which is shopping habits, including online purchases through e-commerce. The intense competition between online business actors requires them to formulate appropriate marketing strategies. Online promotions offered by online businesses must be able to attract customers and make customers feel that their purchasing decision is a benefit. This promotion can be done by offering discounted product prices for a short time or with limited quantities. This will put emotional pressure on customers, thereby encouraging them to make quick purchasing decisions. This situation ultimately drives people to want to shop online impulsively.

The sample in this study was 180 individuals aged 17-34 years who had made online purchases of skincare products through the Shopee marketplace and had watched Shopee Live on the Shopee marketplace. This research was carried out using Structural Equation Model (SEM) analysis with the Partial Least Square (PLS) method and processed using SmartPLS 4.1.0.2 software.

The research results show that: (1) online promotions have a negative effect on upward anticipated regret and a positive effect on downward anticipated regret, (2) upward anticipated regret has a negative effect on impulsive online shopping desires and anticipated regret downwards has a positive effect on impulsive online shopping desires, (3) in the relationship between the influence of online promotions on impulsive online shopping desires, anticipated regret plays a mediating role.

Keywords: Online Promotion, Time Limited Promotion, Quantity Limited Promotion, Anticipated Regret, High Involvement Product, Impulsive Online Shopping Intention